ITEM 15

Report the names and addresses of all advertising agencies which have participated in the preparation or placement for publication of all advertising used during the calendar year 1975, and state the nature and extent of such participation.

The following agencies have been used by the Corporation during the calendar year 1975 for the advertising of the specific cigarette brands listed under each name.

LEO BURNETT CO., INC.
PRUDENTIAL PLAZA
CHICAGO, Illinois 60601

Marlboro Red	Parliament 85
Marlboro 100's	Parliament 100 Charcoal
Marlboro Lights	Virginia Slims Regular
Marlboro Menthol	Virginia Slims Menthol
Alpine	Virginia Slims 120's
Merit Regular	Miyako
Merit Menthol	Saratoga 120's Regular
	Saratoga 120's Menthol

WELLS, RICH, GREENE, INC.
767 Fifth Avenue
New York, New York 10022

Benson & Hedges 100 - Gold	Multifilter
Benson & Hedges 100 - Menthol	Multifilter Menthol
	Philip Morris International

Source: https://www.industrydocuments.ucsf.edu/docs/xjkk0001